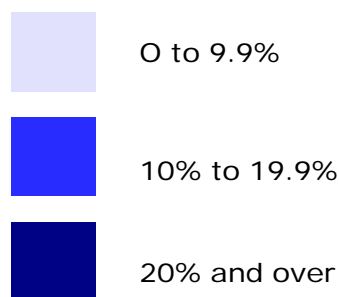
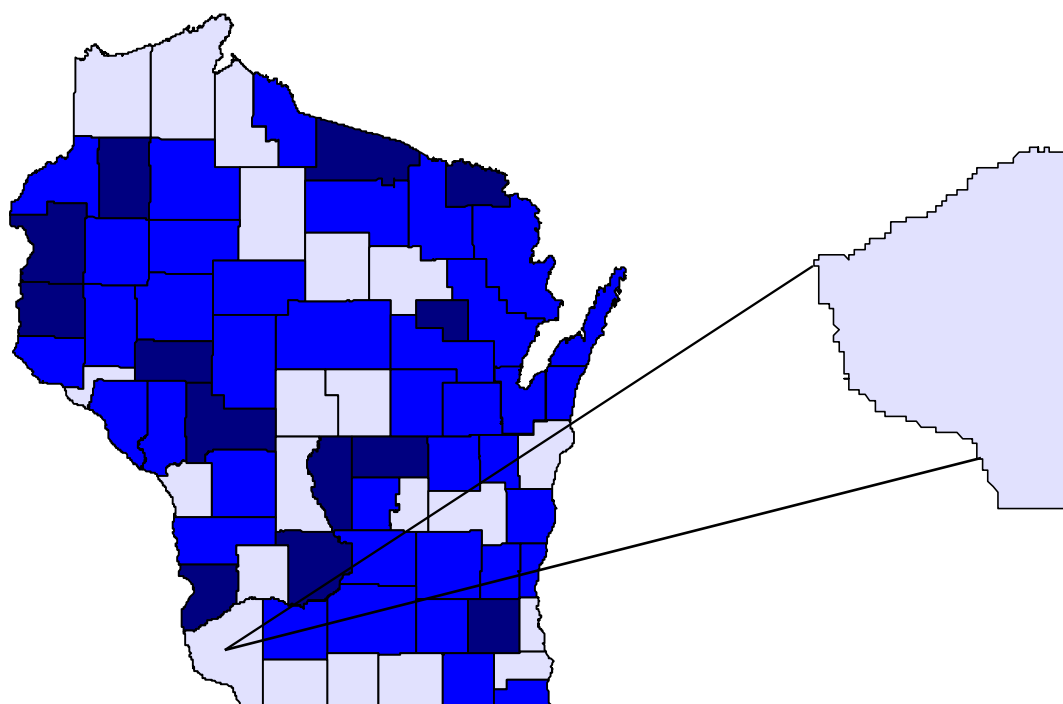


Grant County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Grant County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

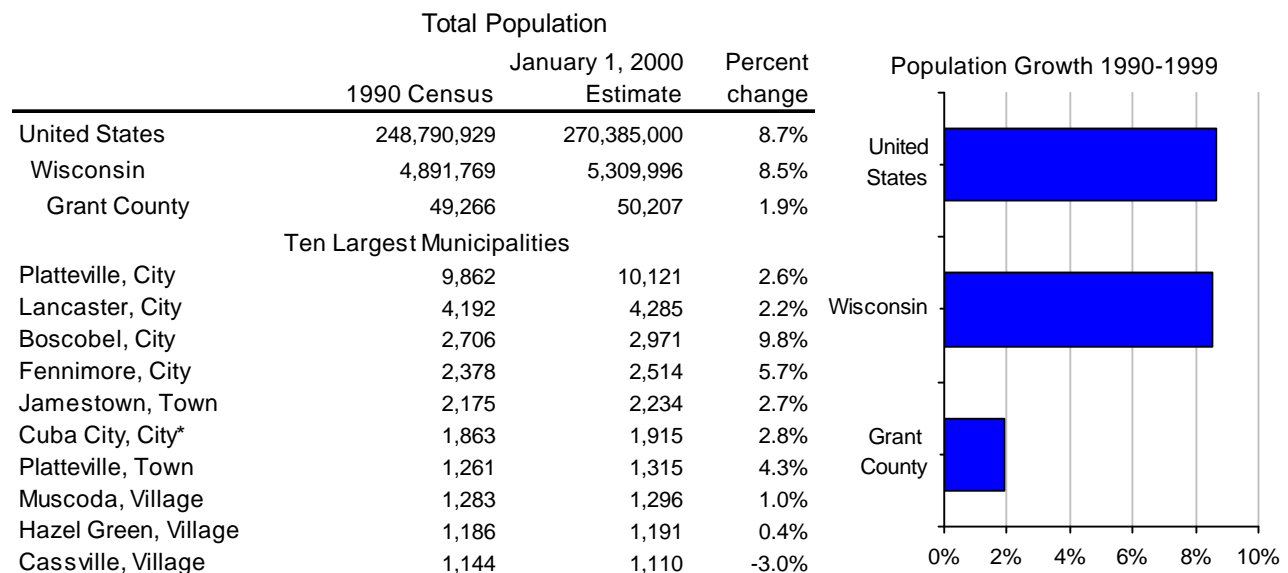
For more detailed information or clarification, please contact your local labor market analyst,
Bill Brockmiller, by telephone (608-785-9337) or email (brockwi@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Grant County Population and Civilian Labor Force

Grant County's population increased substantially slower than the rest of the state or the nation, adding only 941 individuals, amounting to an increase of 1.9 percent between 1990 and January 1, 2000. This increase is due entirely to natural increase, as the county has a negative migration rate. This is to say, each year more people move out of Grant County than move in.

It is projected that the county population will continue to increase very slowly over the next twenty-five years, with birth rates declining and migration continuing a negative pattern. The asterisk below denotes towns which are part of dual counties; Cuba City is one such place in Grant County. One reason for the declining growth in Grant is the lower birth rate in the county compared to the state; current trends suggest increased out-migration to counties in Iowa and Illinois. Population loss at the municipal level has occurred in the southern part of the county near the Stateline.



Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market.

The pie graph below represents graphically the participation rate in Grant County. Grant County has a lower rate of participation in the workforce (62.3 percent, 1999) than does the nation (67.1) or the State of Wisconsin (72.3). The county rate represents a decrease from the 1990 census level of 70.3 percent. This is most likely due to employment declines in certain industries over the past seven years. The large percentage of residents identified as "not in the labor force" is partly related to the unique composition of the population in Grant County. Compared to the rest of the state, Grant County has a high proportion of residents aged 65 years and older. Though some of these workers have been recruited by companies around the state as a solution to the current labor shortage, the majority are not in the labor force. The employment/population ratio, indicated above by the employed percentage (60.1) measures the elasticity of the labor market. That measure has declined over the past seven years. In 1990, the employment/population ratio was 65.4 percent.



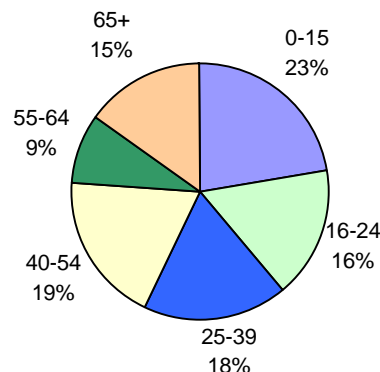
Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The population composition of Grant County is similar to many areas around both the state and the nation, evidenced by the large cohort of "baby-boomers", those aged 40-54. It is the fastest growing age cohort and will influence population and labor force patterns for years to come.

Most counties in Wisconsin are experiencing the same substantial declines in the population aged 25-39, however, actual declines in the 0-15 age cohort and 16-24 age cohort are occurring in just a few Wisconsin Counties. (Many Wisconsin Counties are reporting substantial declines in the rate of growth in these age cohorts, but these cohorts are still increasing at a positive rate.) Grant County has a substantial population that is beyond child rearing age, this fact will dramatically change Grant County economics in the years to come.

Grant County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	11,865	11,302	-4.7%
16-24	8,225	8,181	-0.5%
25-39	10,366	9,048	-12.7%
40-54	7,343	9,689	31.9%
55-64	4,177	4,317	3.3%
65+	7,290	7,670	5.2%



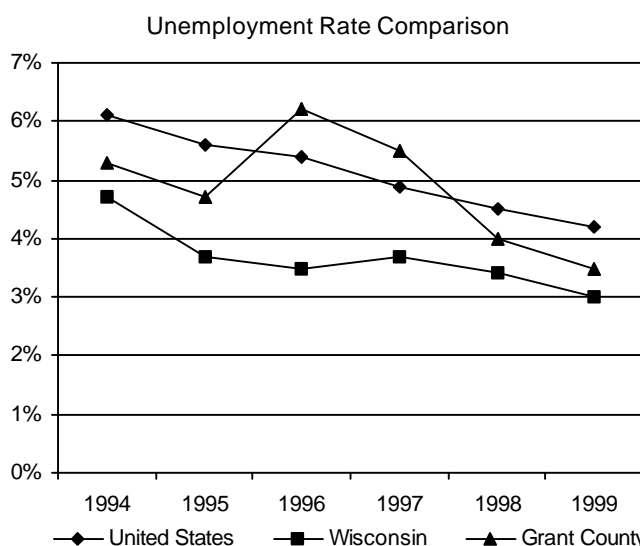
Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Grant County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	25,700	25,500	25,800	25,400	24,800	23,600
Employed	24,300	24,300	24,200	24,000	23,800	22,800
Unemployed	1,370	1,210	1,600	1,400	1,000	820
Unemployment Rate	5.3%	4.7%	6.2%	5.5%	4.0%	3.5%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

As the graph to the right demonstrates, Grant County has remained below the national level of unemployment during the first half of this decade. Losses in durable manufacturing, centered in electronic components caused unemployment rates to increase above the national average in 1996 and 1997. Employment losses in durable manufacturing stabilized in 1998, but headed downward again in 1999. However, the manufacturing sector as a whole is benefiting from increased growth in nondurable goods employment. Other growth sectors offsetting durable goods manufacturing employment losses include services and trade; both wholesale and retail.



During the course of a given year, Grant County's monthly unemployment rates report both high peaks and low valleys of unemployment. January usually reports the highest unemployment rate for the year in Grant County (slightly different at the state level, the high is usually in February statewide). In recent history, Grant County's January rate has ran between 5.2 and 5.9 percent. In September Grant usually records its lowest rate for the year, recent September rates have ran between 2.6 and 3.2 percent.

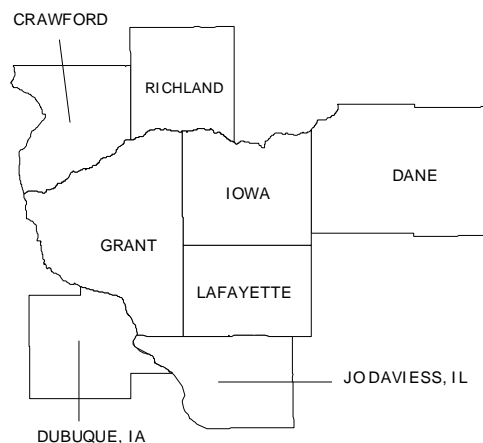
Unemployment rate patterns are roughly similar on a statewide basis. These patterns can be explained by several factors including; Wisconsin's weather patterns, farm growing seasons, Wisconsin manufacturers production schedules, shopping seasons peaks and valleys, and tourist seasons.

Grant County Commuting Patterns

	Commute Into	Commute From	Net Commute
Iowa	2,370	163	-2,207
Illinois	268	151	-117
Iowa County	842	406	-436
Crawford County	408	591	183
Lafayette County	184	825	641
Dane County	249	0	-249
Richland County	259	461	202
Elsewhere	596	42	-554
Total	5,176	2,639	-2,537

Work within Grant County 17,708

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

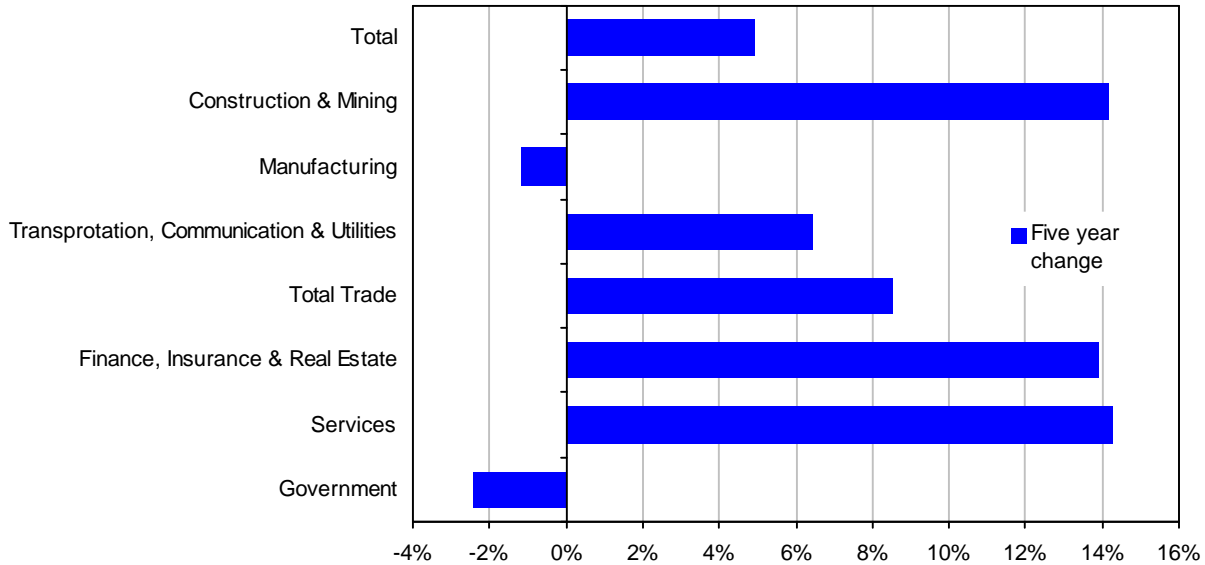


An examination of 1990 Census commuting patterns within Grant County reveal that economic performance of the county is dependent upon the relative strength of the county's two largest cities, Platteville and Lancaster. Close to 30 percent of the county's workers are employed in either of those two places; a slightly larger percentage work in Platteville, mainly due to the University of Wisconsin site located there.

While Platteville may draw more workers, the centrally located city of Lancaster makes it accessible from anywhere in the county. Major commuting routes include U.S. Highway 61, which runs north to south, as well as smaller state highways. State route 35 connects Lancaster with smaller towns in western Grant County, and state route 133 creates a virtual loop around Grant County, connecting towns such as Boscobel, Muscoda, and south to Cassville, all cities among the top ten in population size. The fastest growing city in Grant County over the past eight years, Fennimore, is serviced by U.S. Highway 18 (east to west) and U.S. Highway 61 (north to south). Highway 61 also connects Fennimore with Lancaster, the county's second largest city.

Commuting patterns are not available yet from Census 2000.

Grant County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	17,719	17,888	17,669	17,848	18,213	18,594	2.1%	4.9%
Goods Producing	4,190	4,230	4,099	4,230	4,218	4,235	0.4%	1.1%
Construction & Mining	622	614	603	626	644	710	10.3%	14.2%
Manufacturing	3,567	3,615	3,496	3,604	3,574	3,525	-1.4%	-1.2%
Durable	2,872	2,861	2,663	2,682	2,661	2,593	-2.5%	-9.7%
Nondurable	696	754	833	922	913	931	2.0%	33.9%
Service Producing	13,530	13,659	13,570	13,618	13,995	14,359	2.6%	6.1%
Transportation, Communications & Utilities	639	654	700	713	714	680	-4.7%	6.4%
Total Trade	4,069	4,084	4,119	4,230	4,352	4,417	1.5%	8.5%
Wholesale	778	771	803	829	866	870	0.4%	11.8%
Retail	3,291	3,313	3,316	3,402	3,486	3,547	1.8%	7.8%
Finance, Insurance, and Real Estate	597	614	610	632	670	680	1.5%	13.9%
Services & Misc.	3,335	3,566	3,447	3,405	3,525	3,811	8.1%	14.3%
Total Government	4,890	4,739	4,695	4,638	4,734	4,771	0.8%	-2.4%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data, as opposed to the civilian labor force data which appears at the bottom of page two - which is based on residence. Therefore, the above statistics are more influenced by economic conditions within Grant County than by commuting patterns.

Despite sizable losses in durable manufacturing employment over the last five years, goods producing employment as a whole remains largely unchanged. Offsetting the loss in durable goods manufacturing employment was a sizable increase in nondurable goods manufacturing. Despite the ability of nondurable goods manufacturing employment to cover the loss in durable goods employment, Grant County as a whole is becoming a service sector county. In 1994 23.6 percent of all nonfarm employment was in the production of goods. In 1999, that number had fell to 22.7 percent. Service producing employment went from 76.3 percent in 1994 to 77.2 percent of all employment in 1999.

Grant County's Largest Industries and Employers

Top 10 Industry Groups

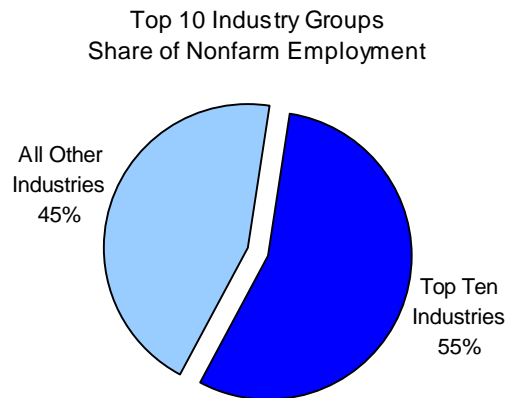
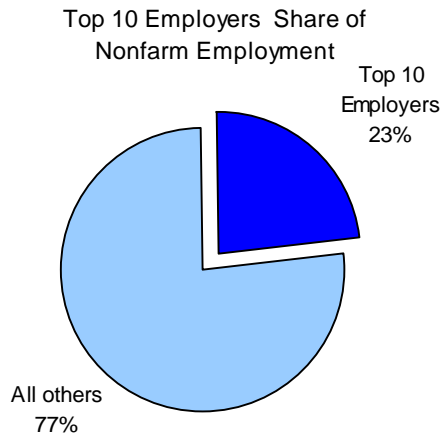
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	14	2,719	44	181
Electronic & Other Electric Equipment	4	1,349	-287	-734
Eating And Drinking Places	104	1,324	90	139
Health Services	52	1,302	21	40
Executive, Legislative, And General	51	902	52	58
Automotive Dealers & Service Stations	55	580	-118	47
Industrial Machinery And Equipment	17	567	49	242
Food Stores	17	546	-6	-13
General Merchandise Stores	11	461	-25	47
Wholesale Trade-Nondurable Goods	39	423	-21	10

*data suppressed to maintain confidentiality

Top 10 Public & Private Employers

Company	Product or Service	Size
UW - Platteville	Higher Education	500-999
Philips Electronics North America	Electronic Equipment Manufacturing	500-999
County Of Grant	Executive and General Government	500-999
Brodbeck Enterprises	Grocery Stores	500-999
Rayovac	Battery Manufacturing	250-499
Platteville Public School	Education	250-499
Southwest Health Center	Health Care Services	250-499
Southwest Wisc Vocational Technical College	Higher Education	250-499
Lancaster Community Schools	Education	100-249
Milprint	Commercial Printing	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



There are 1,287 private employers in Grant County (as of the 1st quarter 2000). The top ten employers absorb 23 percent of total employment within the county. Better than five of ten persons working in Grant County work in one of the county's top ten industries.

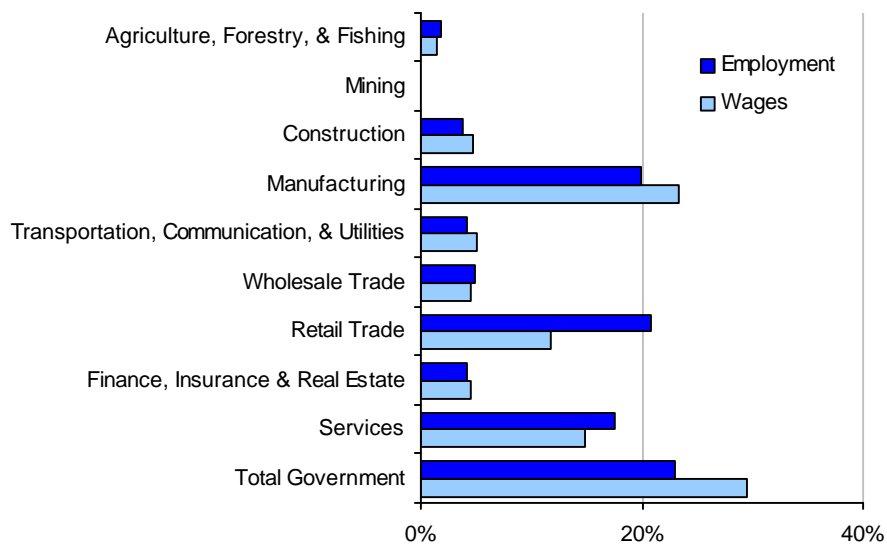
Some of the top ten industries in Grant, most notably electronic equipment manufacturing, have been declining for a number of years. In spite of those losses, that industry segment still remains the second largest industry in the county.

Over the course of the last year, the top ten industries share of total employment has declined. These declines are further indication that Grant County's economy is changing, as industries outside the top ten are accounting for a larger share of employment growth than those ten core industries.

Grant County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$21,343	\$29,609	72.1%	2.3%	19.8%	17,037
Agriculture, Forestry, & Fishing	\$18,344	\$21,499	85.3%	-2.3%	0.7%	300
Mining	*	\$39,968	*	*	*	*
Construction	\$26,479	\$36,772	72.0%	3.6%	29.7%	647
Manufacturing	\$24,939	\$37,773	66.0%	3.3%	27.6%	3,400
Transportation, Communications, & Utilities	\$26,740	\$34,523	77.5%	3.5%	6.3%	695
Wholesale Trade	\$20,259	\$38,048	53.2%	7.2%	14.3%	824
Retail Trade	\$12,037	\$15,066	79.9%	4.9%	17.9%	3,560
Finance, Insurance, & Real estate	\$23,269	\$37,911	61.4%	1.2%	23.1%	700
Services	\$18,029	\$26,041	69.2%	3.8%	29.3%	2,997
Total Government	\$27,519	\$32,017	86.0%	1.9%	15.7%	3,906

Total Employment and Wage Distribution by Industry Division



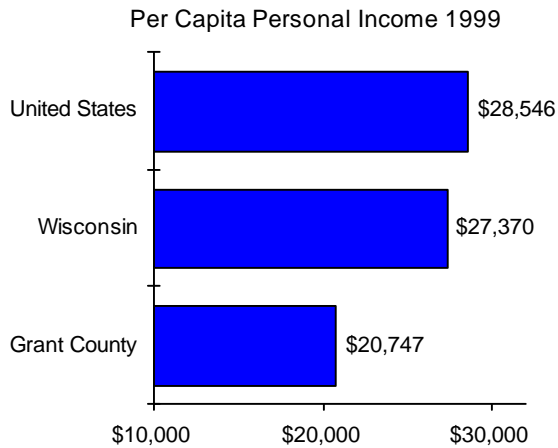
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Compared to statewide averages, Grant County annual wages are consistently lower; the largest differential appears in the wholesale trade sector. The reason for the difference stems from the composition of the wholesale trade sector in Grant County. A large percentage of the wholesale trade employment in the county is centered in miscellaneous nondurable goods; this industry generally pays lower wages than, for instance, the durable goods sector of wholesale trade. The nondurable goods sector is also more likely to employ part-time workers.

The lowest annual earnings are found in the retail trade sector; employment in this sector is generally entry-level and/or part-time work, lower-skilled, and generally lower paying. Among the larger industries, the highest paying in Grant County include transportation, communications, and utilities, which features certain hi-tech, hi-skill jobs that pay above average wages, and government. Government-sector jobs in the county are dominated by professional jobs with the University of Wisconsin in Platteville, Technical College, or county government.

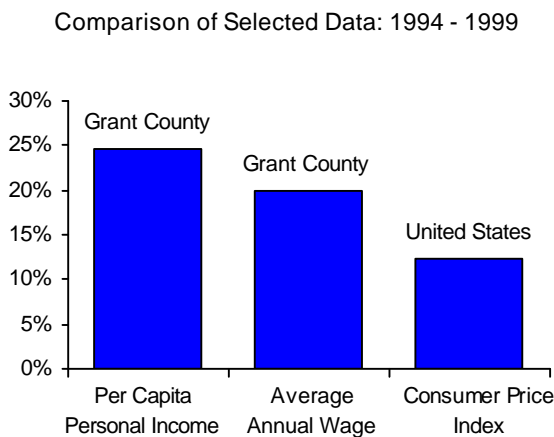
Next to government, industrial average annual wages in Grant County are closest to the statewide average in the commercial agricultural industry. Most of the workers in this industry are employed by agriculture services establishments such as veterinarians and landscapers. In 1999, only 300 workers were employed in this industry (this statistical series does not include numbers from individual family farms), and despite their high earnings, accounted for only two to three percent of all wages paid in Grant County.

Grant County Wage and Income Data



Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can be influenced by the number of wage earners, average family size, and the median age of residents. Per capita income can also determine the type of services and housing available.

Grant County's per capita income ranked 50th of Wisconsin's 72 counties during 1999; in 1990 the county was ranked 42nd. Recent downsizing by some industries and farm income losses are partial reasons for Grant County's slippage in these rankings. Additionally, Grant County's lower than state average labor force participation rate reduces county PCPI as compared to county's with higher participation rates. In 1997, Grant County's median family income was \$33,757 which ranked 44th of Wisconsin's 72 counties.



The PCPI in Grant County, with its increase of 24.7 percent in the last five years, lagged both national and state growth rates by roughly two percent. The national and state growth rates were 26.4 and 26.1 percent, respectively.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Grant County	\$16,636	\$16,859	\$17,781	\$18,884	\$20,275	\$20,747	2.3%	24.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Counselor, Educational	\$ 20.68	\$ 20.58
Food Preparation Worker	\$ 6.97	\$ 6.62
Janitor/Cleaner	\$ 9.50	\$ 9.14
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Preschool Teacher	\$ 10.18	\$ 7.77
Registered Nurse	\$ 21.21	\$ 20.21
Teacher, Self-Enrichment	\$ 12.56	\$ 12.24
Teller	\$ 8.83	\$ 8.26
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24
Vocational Education Teacher	\$ 25.01	\$ 24.87

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.